I hereby certify that this correspondence is being filed via EFS-Web with the United States Patent and Trademark Office on April 24, 2007

TOWNSEND and TOWNSEND and CREW LLP

By: /Nina L. McNeill/ Nina L. McNeill AMENDMENT UNDER 37 CFR 1.116 EXPEDITED PROCEDURE – EXAMINING GROUP 3621

PATENT
Attorney Docket No.: 020375-003300US

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR OPERATING LOYALTY PROGRAMS

Customer No.: 20350

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 Confirmation No. 6495

Examiner: Bayat, Bradley B.

Technology Center/Art Unit: 3621

RESPONSE UNDER 37 CFR 1.116 EXPEDITED PROCEDURE EXAMINING

GROUP 3621

Sir:

In response to the Final Office Action mailed December 26, 2006 on the abovereferenced application, please enter the following.

A Listing of Claims begins on page 2 of this paper.

Remarks begin on page 10 of this paper.